



## Coon Rapids Business Spotlight

### **“There’s No Place Like HOM”**

Before HOM Furniture was the multi-million dollar company that it is today, it came from humble beginnings, as a small wholesale and retail import gift business in the 1970’s. From there it transitioned to Waterbed Room in the 1980’s, and HOM Oak and Leather and Total Bedroom in the 90’s. The stores then combined to create HOM Furniture as a full-line furniture retailer in 1997, when HOM opened its headquarters in Coon Rapids, propelling the company.

“This store alone nearly doubled the total revenue of the whole company, that’s how successful it was,” Kyle Johansen, HOM’s Executive Director of Merchandising says.

The 350,000 sq. ft. building in Coon Rapids, off Highway 10, employs over 350 workers in Coon Rapids, and provides over 1000 jobs in all HOM store subsidiaries including Dock 86 and Gabberts.

Johansen’s uncle and father purchased the vacant land along Highway 10 where HOM Furniture now sits back in the late 90’s, a decision that ultimately made the company what it is today.

“The visibility, the accessibility, we feel like our number one marketing asset is that highway (Hwy 10). How much more can you ask for than for thousands of cars to drive by your store every day? That’s a huge draw. Everybody knows where our stores are,” says Johansen.

HOM Furniture is family-owned and operated and focuses on employee satisfaction and customer retention.

“One thing our family prides itself on is the service we offer to our customers. We always want to put the customer first and think about the customer. We want you to be a customer for life with us. We don’t want to sell you a sofa and never see you again. We know that we have to earn your business every single day,” Johansen says.

#### **Quick Facts:**

- Founded in 1997
- Headquarters and distribution center located in Coon Rapids
- Family-owned and operated business
- Raises money for several charities within the five-state area



Hom Furniture Distribution Center